Social Media Awareness Campaign

Author: The Digital Consumer Watchdog Group **Platform:** Twitter (X) / LinkedIn / Facebook **Format:** Mega-Thread / Carousel Post

Tweet 1 / Slide 1: □ MEGA THREAD: How Digital Astrology Apps are Scamming Millions □ India’s online astrology market is now worth ₹60,000 Crore. But behind the daily horoscopes and spiritual advice lies a dark web of fake reviews, extortion, and psychological manipulation. Here is what you need to know to protect yourself. □👇

AstrologyScam #ConsumerRights #DigitalFraud

Tweet 2 / Slide 2: □ RED FLAG 1: The "Bait & Switch" You see an ad for a famous "Master Astrologer." You pay ₹8,000 for a 15-min call. But when the phone rings, it's an anonymous junior student reading a generic script. Case in point: Numerous complaints against platforms like Lunar Astro allege users pay premium fees only to get "faceless, inexperienced" associates. Always verify WHO you are speaking to! □

Tweet 3 / Slide 3: □ RED FLAG 2: Weaponizing Fear You call about a job change, but the astrologer says you have a "terrible curse" or "dark past-life karma." Why? Because fear sells. They manufacture panic so you will buy their expensive "cure"—a ₹50,000 puja or a rare gemstone. Genuine guides empower you; scammers terrify you. □□

Tweet 4 / Slide 4: □ RED FLAG 3: The Instagram Extortionists Beware of "certified" astrologers in your DMs. Recently, a Bengaluru woman lost ₹6 LAKH, and a Mumbai woman lost ₹2.11 LAKH to Instagram astrologers promising to "fix" their marriages. Once the money was sent, the scammers vanished or threatened the victims. □

Tweet 5 / Slide 5: □ RED FLAG 4: Fake Reviews & Bot Followers Wondering why that app has a 4.9-star rating despite scamming people? The industry is notorious for buying fake followers and burying negative reviews. Don't trust app store ratings blindly. Check independent forums like MouthShut or Trustpilot. □📉

Tweet 6 / Slide 6: 🛡 HOW TO PROTECT YOURSELF: 1️⃣ever pay for fear. If they scare you, hang up. 2️⃣ever transfer large sums via UPI for "guaranteed" rituals. 3️⃣reat it

as entertainment, set a strict budget, and never take loans for remedies. 4️⃣ you are in a real crisis, seek licensed therapists or financial advisors.

Tweet 7 / Slide 7: It’s time to hold the "Astro-Tech" industry accountable. Faith is personal, but corporate fraud is a crime. Have you or someone you know been scammed by an astrology app? Share your story below or report it to the National Cyber Crime Portal (cybercrime.gov.in). RT to spread awareness! □⚖

ConsumerProtection #TheDigitalConsumerWatchdogGroup